



Brand Research Perception Analysis

Summary of Findings

Participants in our survey found Ideabase to be an **affordable, student run, solution** to **marketing** and **web design problems**.

Clients are not hesitant to hire students for projects, being that the cost benefit outweighs any concern they have with bringing on student designers.

Competitors of IdeaBase were listed as any other local marketing/design firm, specifically:

- WhiteSpace Creative
- Teleproductions (minor competitor in video, not in web or print)
- Flash Communications
- Signum Design
- Freelancers
- Taylor Institute at University of Akron

Survey results indicated that while people are open to the fresh thinking that comes with hiring students, it is a bit of a double edged sword. People also noted they have a few concerns when it comes to hiring students:

- Consistency issues(Glyfix)
- Not as professional as other firms (Glyfix)
- Turn-over (students graduate and move on)

Reasons participants indicated that they liked IdeaBase:

- Professional

- High Quality with low cost
- Access to eye-tracking software
- Lots of young talent
- Products & Services offered are industry standard

Participants described IdeaBase as:

- Student operated Designer(s)
- Low cost solution
- Talented students
- A university agency that empowers students in real life client project

Participants felt that IdeaBase would benefit from:

- B2B solution services
- More professional staff
- Increased oversight on projects
- Adherence to deadlines
- Copywriters (content generators)
- Tighter client interaction process / QA

Suggestions for reaching out to new clients included:

- Leveraging our relationship with KSU departments
- Cold Calls
- Reach out to nonprofits and government agencies
- Social media/web push
- Collaborate with SBA, SBDC and SCORE agencies
- Cleveland Advertising Association
- Akron's Ad Club
- Inbound content marketing hitting a variety of channels
- Collaborate with other agencies to fill gaps in services, turn competitors into partners

Participants felt our customer experience would benefit from:

- More training on maintenance of deliverables
- A clear definition of your process and expectation of client input.

- Follow up with completed projects or re-designs
- Proposals and quotes could use more detail
- I thought the customer service was great when they recently designed our flyers and posters. The team was professional, communicated effectively, had creative ideas and made changes when asked.
- To bring in new clients, we could get the trepidation with students out of the way by having them lead pitches and Kristin fill in the gaps. This would set high expectations/standards early on.

100% of participants said they would seek out IdeaBase for future projects.

Participants would recommend IdeaBase to the following:

- ☐ Start-up businesses
- ☐ Other professional marketing/PR
- ☐ Government and Non-profits
- ☐ Other Kent State University departments
- ☐ Anyone looking to start marketing their company or is dissatisfied with their current marketing/design company

Key Messaging Questions

- **1: We're a student-staffed integrated marketing communication firm located in downtown Kent.**
 - *It's OK.*
 - *Does not sell me on your services, no mention of company name (IdeaBase)*
 - *This sums up the organization nicely without getting caught up in too many details.*
 - *Putting student at the beginning is offering our main perceived weakness first-not good.*

- **2: IdeaBase is a full-service creative agency in downtown Kent, OH that's powered by Kent State students.**
 - *I like this one the best, You might consider adding something like, "and professional staff," at the end so people know there is some oversight of the students and professional management. You could also replace "full service creative agency" with "integrated marketing communication firm" if you wanted.*
 - *Loved this phrase, short and to the point. Captures the attitude of IdeaBase. Thought the other phrases were too long.*
 - *I like this one. Short and to the point and I like Kent State Students, clients like to know they're giving students an opportunity to learn.*
 - *I like this messaging the best. Describes who you are quickly. It's easy for clients and outside audiences to understand.*
 - *In saying full-service: Are we over-promising? Do we have equal expertise all around? If not, we should refrain from saying it. If so, likes it. Favorite.*

- **3: IdeaBase is a multidisciplinary studio experience within Kent State's College of Communication and Information that bridges the gap between classroom and a full-time career experiences.**
 - *Some combination of 2 and 3, three is a little wordy but more accurate*
 - *Too wordy (2x)*
 - *Glazed over. Too wordy. Studio experience is too vague. This doesn't say anything of value.*

- **1: IdeaBase delivers real-world results for its clients. Discover the possibilities.**
 - *I like this one because of the real world idea, but Discover the Possibilities sounds like a catch phrase I've heard before.*
 - *To the point*
 - *Makes sense, likes the word 'results,' not the word 'real-world.' Instead, it should be actionable because that resonates with businesses that get things done. Everything we do is real-world. Overused term.*
 - *I like this one or #3 the best, it speaks to what the clients want to hear.*

- ☐ *This phrase talks about benefitting clients. Feels like the message that would resonate most with them.*

● **2: Our student researchers, designers and developers are top performers who are eager to work with you. Let's Talk.**

- ☐ *No.*
- ☐ *This makes it sound all about the students, not the clients.*
- ☐ *Putting student in the beginning again offers our weakness first. Drop it or move it to the end somewhere.*

● **3: Let's make something great together. Take The First Step.**

- ☐ *Likes this phrase the best, better attitude than others. They are all missing something about what IdeaBase does.*
- ☐ *This is a good one, short, sweet, to the point. Team-oriented.*
- ☐ *This is my Fav.*
- ☐ *Doesn't sound right. Doesn't resonate. Doesn't say what we do.*